

Definitions of Retail Uses

Countywide Retail Policy Plan Amendment ('Retail Plan')

Prepared by the Department of Planning
April 28, 2006

Overview of Types of Retail Uses

Type Of Retail Use	Typical SF	Typical Market Area (# households)
CORRIDOR-BASED RETAIL		
Destination	250,000 – 1.5 million	5,000 – 30,000
Corridor	Up to 2 million in entire designated area	n/A
Free Standing	n/A	5,000 – 30,000
Flex Retail	n/A	n/A
SERVICE-AREA BASED RETAIL		
Community	100,000 – 400,000	2,000 – 8,000
Neighborhood	30,000 – 150,000	Less than 3,000
Neighborhood Convenience	30,000	500 – 3,000
Employment Supportive	3% of total non-residential square footage	n/A

Corridor Based Retail

1. Destination Retail

The largest scale retail center that offers the widest variety of comparative and specialty goods (e.g., not convenience). They may also include an entertainment component as well as pad sites for banks, gas stations, convenience stores, etc. They should be located outside of residential communities and adjacent to a principal arterial, although accessed from a major collector or minor arterial. They generally consist of 250,000 to 1.5 million square feet and serve between 5,000 and 30,000 households.

2. Corridor Retail

A hybrid retail center type that is only found in the Route 50 corridor. It provides both for convenience and routine shopping needs (such as those

generally defined as Service-Based Retail, e.g. foods, drugs, dry cleaners and banking) as well as a limited amount of comparative and specialty goods (such as those generally found in Destination Retail centers, e.g. apparel, hardware, appliances, variety stores, discount and junior department stores, and off-price stores). The Retail Plan envisions that a maximum of 2 million square feet of retail uses, 1 million square feet north of Route 50 and 1 million square feet south of Route 50, can be developed in the area designated for Corridor Retail uses.

3. Freestanding Retail

A single tenant individual store of 50,000 square feet or greater that is located outside of a shopping center. They are to be located in areas designated for Destination Retail uses and generally serve between 5,000 and 30,000 households.

4. Flex Retail

Accessory retail sales by a single use tenant of products that are being manufactured, warehouse distributed, and/or wholesaled on-site within the same structure.

Service-Area Based Retail

1. Community Retail Centers

The largest type of service-area based retail center that is intended to serve a residential area. Such centers generally consist of between 100,000 to 400,000 square feet and serve several residential neighborhoods (between 2,000 and 8,000 households). They should provide a wider variety of daily and weekly shopping and personal service needs as well as some comparative goods shopping (e.g., apparel, shoes, and books). They may include pad sites for banks, gas stations, convenience stores, etc.

2. Neighborhood Retail Center

Serves routine daily and weekly shopping needs for items such as groceries, personal service needs, etc. Such centers generally consist of between 30,000 to 150,000 square feet and serve a limited number of residences (less than 3,000 households). It offers little to no comparative goods shopping.

3. Neighborhood Convenience Center

Serves immediate, convenience shopping needs for a limited variety of items (such as milk, bread, pasta) and personal services (such as dry cleaning). It can be a multi-tenant small retail center or a stand alone use (such as

convenience store, bank, gas station, etc.) Such centers consist of less than 30,000 square feet or, if stand alone, 5,000 square feet. It typically serves between 500 and 3,000 households.

4. Employment Supportive Retail

The retail component in business and industrial communities that serves the convenience retail and personal service needs of employees and businesses, for instance office supply stores, copying/mailing facilities, restaurants, dry cleaners, day care centers, banks, etc. They may include pad sites for banks, gas stations, convenience stores, etc. The amount of employment supportive retail varies from community to community, but should not exceed 3% of the total non-residential square footage. Such retail uses should be located internally to the community they are intended to serve.

Examples of Retail Types

Destination Retail

Milestone Center in Germantown, MD, which consists of 868,000 square feet of retail uses, is an example of a destination retail center.



Corridor Retail

Cascades Town Center is an example of a corridor retail center.



Free Standing Retailers

Wal-mart is an example of a large-scale retailer who is often separate from a retail center.



Community Retail Center

The South Riding Town Center, which will ultimately consist of approximately 480,000 sf, is an example of a community retail center.



Neighborhood Retail Center

The Stone Ridge Village Center, which consists of approximately 150,000 sf, is an example of a neighborhood retail center.



Neighborhood Convenience Retail

Cameron Chase Village Center, which consists of 44,000 square feet, is an example of a neighborhood convenience center.



Employment Supportive Retailers

Copying and mailing facilities are among the retailers envisioned as employment supportive retail uses.

